SAN FRANCISCO
PUBLIC LIBRARY

MASTER PLAN PRIMER

SAN FRANCISCO CITY PLANNING COMMISSION

D
REF
711.4097
Sa515m

GOVERNMENT INFORMATION CENTER
SAN FRANCISCO PUBLIC LIBRARY

The Master Plan is an accepted municipal responsibility for the development of a comprehensive program to provide the citizens of a community with the best of living.

The following pages are a compilation of the basic elements of a Master Plan as have been diagrammatically explained in the issues of "Planning", the news bulletin of the San Francisco City Planning Commission.

3 1223 03582 3732

MAR 1 8 1996

SAN FRANCISCO PUBLIC LIBRARY
3 1223 03582 3732

SAN FRANCISCO CITY PLANNING COMMISSION

*

MICHEL D. WEILL, *President* GEORGE W. JOHNS, *Vice-President*
GARDNER A. DAILEY MALCOLM MacNAUGHTON MRS. CHARLES B. PORTER
L. DEMING TILTON, *Director of Planning* J. ROGER DEAS, *Secretary*
Room 252, City Hall, San Francisco, 2

5/S

GOVERNMENT INFORMATION CENTER
SAN FRANCISCO PUBLIC LIBRARY
CIVIC CENTER
SAN FRANCISCO, CALIFORNIA 94102

SAN FRANCISCO
PUBLIC LIBRARY

REFERENCE
BOOK

Not to be taken from the Library

6, Par. 3. *It shall be the duty of the commission to*
pt, . . . a master plan of the physical development of
ich plan . . . shall make recommendations for the de-
. . . including, among other things, the general
xtent of streets, viaducts, subways, bridges, boulevards,
parks, squares, aviation fields and other public ways,
he general location of public buildings and other public
property and the removal, relocating, widening, narrowing, vacating, abandonment or extension of any of the foregoing ways, grants, open spaces or buildings.

D REF 711.4097 Sa515m

San Francisco (Calif.).
City Planning
Master plan primer.

1945?]

S.F. PUBLIC LIBRARY

GOVERNMENT INFORMATION CENTER
SAN FRANCISCO PUBLIC LIBRARY

The Master Plan is an accepted municipal responsibility for the development of a comprehensive program to provide the citizens of a community with the best of living.

The following pages are a compilation of the basic elements of a Master Plan as have been diagrammatically explained in the issues of "Planning", the news bulletin of the San Francisco City Planning Commission.

3 1223 03582 3732

MAR 1 8 1996

SAN FRANCISCO PUBLIC LIBRARY
3 1223 03582 3732

SAN FRANCISCO CITY PLANNING COMMISSION

*

MICHEL D. WEILL, *President* GEORGE W. JOHNS, *Vice-President*

GARDNER A. DAILEY MALCOLM MacNAUGHTON MRS. CHARLES B. PORTER

L. DEMING TILTON
Director of Planning

J. ROGER DEAS
Secretary

Room 252, City Hall, San Francisco, 2

CHARTER, Sect. 116, Par. 3. *It shall be the duty of the commission to make, maintain and adopt, . . . a master plan of the physical development of the city and county, which plan . . . shall make recommendations for the development of all areas . . . including, among other things, the general location, character and extent of streets, viaducts, subways, bridges, boulevards, parkways, playgrounds, parks, squares, aviation fields and other public ways, grants, and open spaces, the general location of public buildings and other public property and the removal, relocating, widening, narrowing, vacating, abandonment or extension of any of the foregoing ways, grants, open spaces or buildings.*

D REF 711.4097 Sa515m

San Francisco (Calif.).
City Planning
Master plan primer.

1945?]

S.F. PUBLIC LIBRARY

WHAT IS THE MASTER PLAN

The Master Plan is one of the essential tools for building a great city. It is more than a single map. A map shows things as they are: the Master Plan shows what should be done. It is a representation of ideas for civic improvement, the best that can be developed by citizens and officials working together. Since the city grows and changes, its plans must also change. The Master Plan, therefore, is a flexible instrument. It will be constantly refined to meet new prospects and needs.

1.

THE USES OF LAND

The modern city is a vast problem of space. Formulas for the proper and efficient use of land are basic elements of the Master Plan. The aim is to determine the quantity of space needed for all prospective uses, and to plan the most advantageous arrangement of these areas.

2.

FREEWAYS, HIGHWAYS AND STREETS

Traffic is the life-blood of the city. The freeways, highways and streets are the channels through which this vital flow moves. They must be adequate, and they should form a system like the blood vessels of the body. Our streets were never planned originally for this purpose.

3.

TRANSIT

Transit is the service of carrying people from place to place. It needs improvement badly. The freeways, highways and streets provide the routes. Vast sums can be wasted, and important benefits lost by failure to correlate plans for public ways, and streetcar and bus routes.

4.

TRANSPORTATION

Transportation deals with the delivery of materials into and the shipment of products out of the city by rail, ship, plane and truck. Every function of the community is affected by the location and character of facilities devoted to this service. They are an important part of the Master Plan.

5.

UTILITIES

Electric power, telephone service, water supply, sewers and other services all have to be planned. They can be fitted into the structure of the community with greatest economy and efficiency if there is a Master Plan.

6.

PUBLIC BUILDINGS

Public buildings form an important part of the structure of the city, and the quality of service rendered by them depends in large part upon where they are and how they are fitted into the general city pattern. This is assured by the Master Plan.

7.

REDEVELOPMENT AND HOUSING

Blighted districts and slums are costly. They provide miserable homes for children and drive people out into the newer, more spacious suburbs. Such old areas must be rebuilt along modern lines. The Master Plan will be the broad general guide for such work.

8.

SUBDIVISION DESIGNS

New methods of developing subdivisions and new ideals for home neighborhoods are constantly appearing. The benefits of such progressive effort can be brought to this city by a systematic check of all subdivision plans. Proper standards and principles must be set in the Master Plan.

9.

RECREATION, PARKS, PLAYGROUNDS

Parks and recreational facilities are regarded as essential in the modern city. When open spaces for such purposes are not provided by private land owners, the obligation falls on the city. The designation of areas for such uses becomes part of the process of city planning.

10.

THE CITY'S APPEARANCE

The appearance of the city generally reflects the cultural level of its people. Investments in architecture, gardens, and civic centers can easily be ruined by ugly surroundings. The community as a whole must have standards of beauty, cleanliness and decency. This is a mark of civic consciousness and true greatness.

WHAT IS LAND USE?

Every activity of our daily life requires its allotment of land. These activities fall into four major groups. There must be places for civic activities, adequate living space, room for work, and space for streets and highways so that people and goods can move freely from each part of the community to all the others. The Master Plan provides for a sound distribution of these uses, both present and future, so that each area will be logically placed and no use of land will interfere with or injure any other.

1. CIVIC ACTIVITIES

LAND FOR

PUBLIC BUILDINGS

LAND FOR

EDUCATION

LAND FOR

UTILITIES & SERVICES

LAND FOR

PARKS

2. LIVING

LAND FOR

HOMES

LAND FOR

APARTMENTS

LAND FOR

CHURCHES

LAND FOR

PLAYGROUNDS

3. WORKING

LAND FOR

BUSINESS

LAND FOR

INDUSTRY

LAND FOR

PRODUCE MARKETS

LAND FOR

SHIPPING

4. MOVING ABOUT

LAND FOR

MINOR STREETS

LAND FOR

MAJOR STREETS

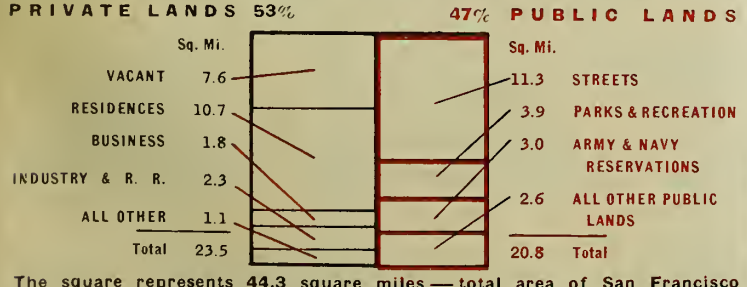
LAND FOR

FREEWAYS

LAND FOR

TRANSIT FACILITIES

THIS IS HOW LAND IS USED IN SAN FRANCISCO



The square represents 44.3 square miles — total area of San Francisco

HOW THE USE OF PRIVATE LAND IS REGULATED

It has been found that some well considered and comprehensive land use plan is necessary to the welfare and development of any community. The larger the community the greater the need for such regulation. Property owners and the public have realized the necessity of reasonable regulations of the use of property in the interest of public health, safety and the general welfare as well as for the conservation of property values. Such regulation is called Zoning.

Zoning is the instrument for giving effect to that part of the Master Plan which is concerned with the development of private land; it regulates by areas the uses of land and buildings. Zoning tends to direct the social and economic growth of the city. Zoning is the people's insurance for the orderly development of their city, protecting the places they live in, the place they work in, and the place they play in.

WHAT IS CIRCULATION?

The movement of people and goods throughout the city is like the circulation of blood in the human body. Constant and unobstructed flow to and from every part is a vital necessity. A Master Plan provides for meeting this need by showing a well-designed network of traffic ways of different types. The system will provide safety, speed, and convenience and every effort will be made to meet the varied requirements of buses, private automobiles, trucks and pedestrians.

MEANS OF MOVEMENT

PRIVATE AUTOMOBILE

UNIT MOVEMENT OF PEOPLE

PUBLIC CARRIER

MASS MOVEMENT OF PEOPLE

PRIVATE & PUBLIC TRUCKING

MOVEMENT OF GOODS & SERVICES

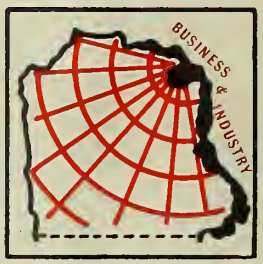
PEDESTRIAN

UNIT MOVEMENT OF PEOPLE

TYPES OF MOVEMENT

LOCAL TRAFFIC

The major daily movement of local traffic is between residential areas and the areas where the work of the city is done. Other movements occur within districts and between the home neighborhoods and recreational areas.



OUTSIDE TRAFFIC

The map shows in simplified form how important state routes form the gateways of the city. These routes join the local street system to provide for movement throughout the city, making all parts of it accessible.

STREETS AND WAYS

MINOR STREETS

Serves Property

MAJOR STREETS

Serves Neighborhoods

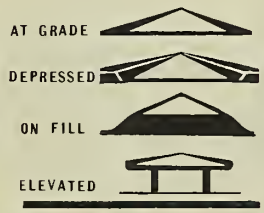
PARKWAYS

Beautifies and Serves

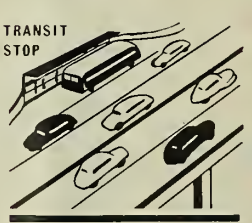
FREEWAYS

Serves All Types of Traffic

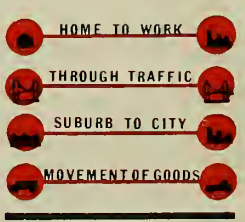
FREEWAYS



TYPES OF FREEWAYS



FREEWAYS WILL SPEED UP LOCAL TRANSIT

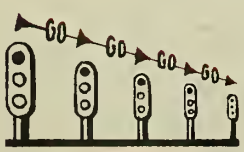


FREEWAYS SERVE IN MANY WAYS

Where downtown traffic is concentrated double - deck streets relieve congestion.

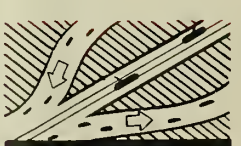
A SHALLOW SUBWAY IS A FREEWAY

ACCESSORIES OF CIRCULATION



SYNCHRONIZED TRAFFIC SIGNALS

Synchronized signals speed up traffic, regulate speeds, increase street capacities.



TRAFFIC COORDINATION

Transit & auto traffic must be separated where narrow streets create congestion.

GOOD STREETS

Good streets are the first necessity of good circulation; car upkeep lowered too.

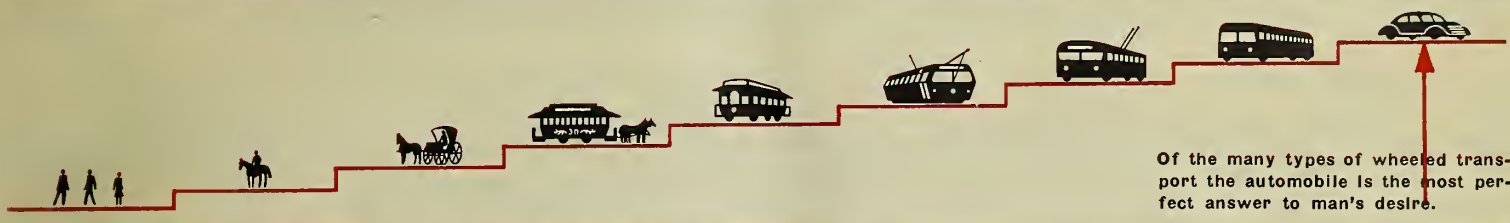
PARKING TERMINALS

Congested business districts must have easy to reach, low charge parking terminals.

OUR TRANSIT PROBLEM

Early San Francisco grew up along its street car lines. Now it is being spread and decentralized by the private automobile. The city of tomorrow can be reshaped by freeways and improved transit services. We must build more freeways; operate fast, safe transit lines on them; design light-weight, noiseless, well-ventilated buses for long-distance and local service, and provide this City with the finest, transit service in America.

HISTORICAL STEPS IN THE TRANSPORTATION OF PEOPLE - convenience and comfort with speed and safety the universal desire.



Of the many types of wheeled transport the automobile is the most perfect answer to man's desire.

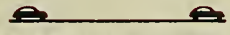
BUT THE AUTOMOBILE DEFEATS ITSELF - if all movement were by the private car.

TWO AUTOMOBILES

Two automobiles, standing bumper to bumper require 40 feet of space in one traffic lane of a city street.

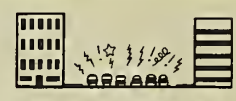
FEW PASSENGERS CARRIED

Countrywide surveys show that the average load of these two cars on city streets is 3½ pasengers.



STREET SPACE WASTED

Maximum allowable speed in the city is 25 mph. At this speed safety requires a minimum spacing of 53 ft.



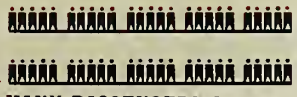
THE PARKING PROBLEM

A parking building equal in size to every office building would be required—an obvious impossibility.

IN CONTRAST CONSIDER THE EFFICIENCY OF MASS TRANSIT

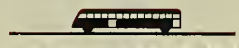
ONE BUS OR TROLLEY CAR

One transit vehicle will occupy approximately the same space as two automobiles in one traffic lane.



MANY PASSENGERS CARRIED

One bus carries ten times and over the passenger load of two autos—at far lower passenger-mile cost.



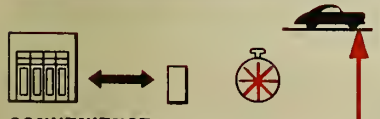
NO WASTED STREET SPACE

When the bus or trolley carrying all these passengers moves it takes up no more room than when standing.

NO PARKING PROBLEM

Bus or trolley turns back for the return run—no parking space needed. Full use of transit relieves traffic.

WHAT WE MUST OFFER TO ENCOURAGE FULL USE OF TRANSIT



CONVENIENCE

Frequent service must approximate as nearly as possible the door-to-door convenience of the automobile.

COMFORT

New equipment must operate quietly, be air conditioned, full visioned, comfortable as the modern automobile.

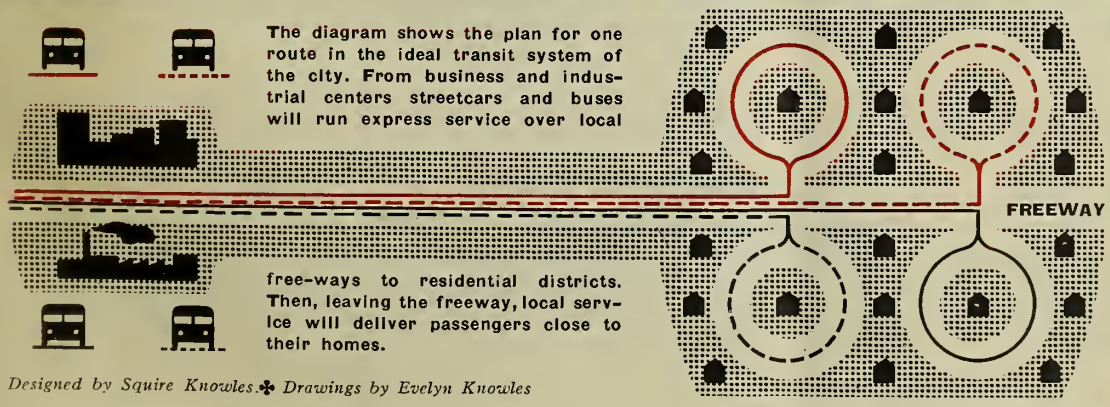
SPEED

Transit must use local freeways, to approximate the speed and flexibility of the motor car.

SAFETY

Modern equipment with extensive bus service providing curb loading must offer riders maximum safety.

HOW OUR TRANSIT SYSTEM SHOULD FUNCTION



The diagram shows the plan for one route in the ideal transit system of the city. From business and industrial centers streetcars and buses will run express service over local free-ways to residential districts. Then, leaving the freeway, local service will deliver passengers close to their homes.

Designed by Squire Knowles ✣ Drawings by Evelyn Knowles

By providing a transit service which closely approaches the private automobile in convenience, comfort and speed and exceeds it in safety, we will encourage the use of public transit rather than private vehicles. This will reduce downtown traffic congestion, arrest decentralization, stabilize property values, assure purchasing power and support for local business, give workers an advantage and a reason for living in the city.

OUR TRANSPORTATION PROBLEM

The future of San Francisco and the steady employment of its workers will depend upon the ease with which people and goods may enter and leave the city, by plane, ship, train, bus, and truck. Raw materials must reach the manufacturing and processing plants. Finished products must be distributed at a favorable price. People living outside the city must have access to stores and to the services of professional and technical men. Transportation facilities are obviously important in the Master Plan.

HIGHWAY

BUS TERMINALS ARE OVERCROWDED

INADEQUATE STREETS CAUSE DELAYS GETTING IN AND OUT OF THE CITY

CENTRAL VALLEY PRODUCE COMES TO US PRINCIPALLY BY TRUCK

HILLS & NARROW ROADS SLOW TRUCKS; RESULT: SHIPPING RATES HIGH

WE NEED

FREEWAYS LEADING INTO ADEQUATE, WELL LOCATED TERMINALS

RAIL

OF 7 ROUTES ENTERING THE BAY AREA ONLY 1 ENTERS SAN FRANCISCO

MUCH FREIGHT FERRIED
1,000,000 TONS 1939*
2,500,000 TONS 1944*
*FISCAL YEAR

INTERCOMMUNICATION BETWEEN TERMINALS IS NOT SATISFACTORY

WE NEED

A MORE EFFICIENT TRANSIT SERVICE BETWEEN ALL TERMINALS

BAY CROSSING OPEN TO ALL RAIL LINES FOR FREIGHT & PASSENGERS

SEA

THE HARBOR COMMISSION* PROVIDES UNIFIED DOCK & RAIL FACILITIES
*A STATE BOARD

GEOGRAPHIC ISOLATION HANDICAPS US IN SERVING AS A SHIPPING POINT

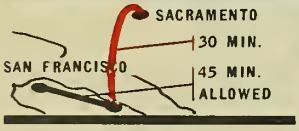
TRAFFIC SLOW-DOWNS ARE COSTLY IN MOVING GOODS TO DOCK-SIDE

WE NEED

WORLD TRADE CENTER TO HELP MAINTAIN OUR POSITION AS A MAJOR PORT

MODERN DOCKS AND OFF-SIDE LOADING FACILITIES TO SPEED HANDLING

AIR



TRAVEL TIME TO THE AIRPORT IS TOO LONG, THE COST IS TOO HIGH

PRESENT DOWNTOWN TERMINAL FACILITIES ARE INADEQUATE

WE NEED

FOR THE COMING AIR AGE: AN AIRPORT TO MATCH OUR SEAPORT

MORE FACILITIES FOR PRIVATE PLANES AND FOR TAXI FLYING

PLANS FOR A CENTRAL AIR LINES TERMINAL

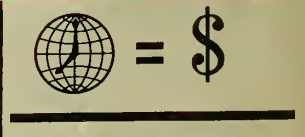
TRENDS

GREATER SPEED IS THE PROMISE OF ALL FORMS OF TRANSPORTATION

CITIES PROVIDING FOR FASTER MOVEMENT WILL GAIN BUSINESS

NEW, MODERN TERMINALS SPELL PROGRESS FOR THE FUTURE CITY

NEW SCIENTIFIC HORIZONS MUST BE REFLECTED IN OUR PLANNING



THE ESSENCE OF TRANSPORT IS TIME
The future demands a more efficient city

PUBLIC UTILITIES AND SERVICES

The health, safety, and comfort of daily living in a modern city is dependent upon public utilities and services. Without telephone systems, water supplies, and street lighting; without efficient sewers, transit facilities, fire protection, and similar services, there would be no city. All these must fit together and be adequate with respect to the areas and people served. Obviously they serve best if they are well planned. The Master Plan provides for their correlation and orderly development.

MEETING HOUSEHOLD NEEDS

ELECTRICITY

WATER

GAS AND STEAM

TELEPHONE SERVICE

SERVING THE NEIGHBORHOOD

SCHOOLS

LIBRARIES

PARKS AND PLAYGROUNDS

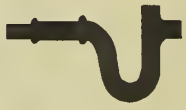
STREET LIGHTING

SERVING THE COMMUNITY

MARKETS

WASTE DISPOSAL

STREET MAINTENANCE



SEWAGE DISPOSAL

MOVING PEOPLE & GOODS

STREET CARS

BUSES

MOTOR TERMINALS

AIRPORT

GIVING US PROTECTION

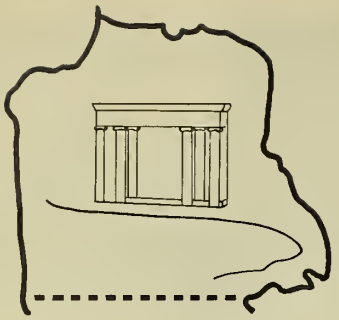
HEALTH SERVICE

SOCIAL AGENCIES

POLICE

FIRE

Designed by Barbara J. Borhek



PUBLIC BUILDINGS

Public buildings — functional, attractive, conveniently located, efficiently serving the needs of the people — are a primary responsibility of government, a prerequisite of successful planning. With a Civic Center containing the primary governmental buildings, well spaced, uniform, and of good design; and with all other buildings for protection, education and recreation spaced according to a well conceived Master Plan, a city can be guaranteed a maximum of usefulness and beauty.

CIVIC ACTIVITIES

CITY HALL

CIVIC AUDITORIUM

HEALTH CENTER BUILDING

PUBLIC WELFARE BUILDING

CULTURE

OPERA HOUSE

MUSEUM

LIBRARIES

SCHOOLS

PUBLIC SERVICES

HOSPITALS

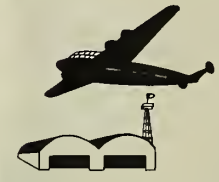
COURTS BUILDING

FIRE STATIONS

JUVENILE HOME

PROTECTION

POST OFFICE



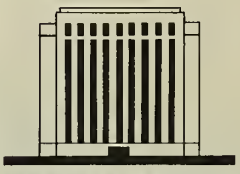
AIRPORT

FERRY TERMINAL

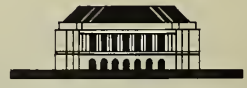
INTERURBAN TERMINAL

OTHER

STEINHART AQUARIUM
AFRICAN HALL
ACADEMY OF SCIENCES



APPRAISERS' BUILDING
FEDERAL BUILDING
STATE BUILDING



VETERANS' BUILDING
MEETING HALLS

BAND STAND
STADIA
OUTDOOR STRUCTURES

Designed by Barbara J. Borhek

REDEVELOPMENT AND HOUSING

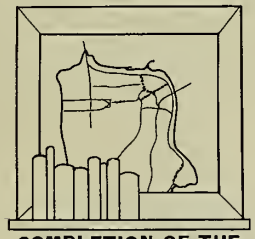
Rarely can a city's ultimate pattern be conceived at its birth or for that matter at any particular period of its growth. The early dwellings deteriorate; some are converted to commercial or to industrial uses; all become obsolete, outmoded, outdated. We must endeavor to redevelop these blighted areas for modern dwellings with adequate open space, recreational areas and proper facilities. The Master Plan affords the opportunity to utilize the Community Redevelopment Act to activate such a program.

CONDITIONS PREVAILING IN SLUMS AND BLIGHTED AREAS

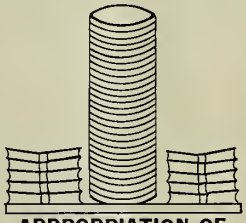
TYPICAL LAND COVERAGE - 68%
NUMBER OF FAMILIES - - 85

LACK OF LIGHT AND VENTILATION
NARROW ALLEYS AND STREETS
OVERCROWDED
TOO GREAT A PERCENTAGE OF LAND COVERAGE
MIXED USES
HOUSE LESS THAN ONE LOT WIDE
DETERIORATION
OBSOLESCENCE
RATS
ACCUMULATED GARBAGE
NO TREES OR PLANTING
LACK OF SUN VIEWS, OPEN SPACE
BROKEN STAIRS
DETERIORATION

THE PROCEDURES

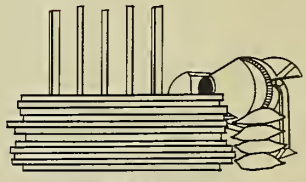


COMPLETION OF THE **MASTER PLAN**



APPROPRIATION OF **FUNDS**

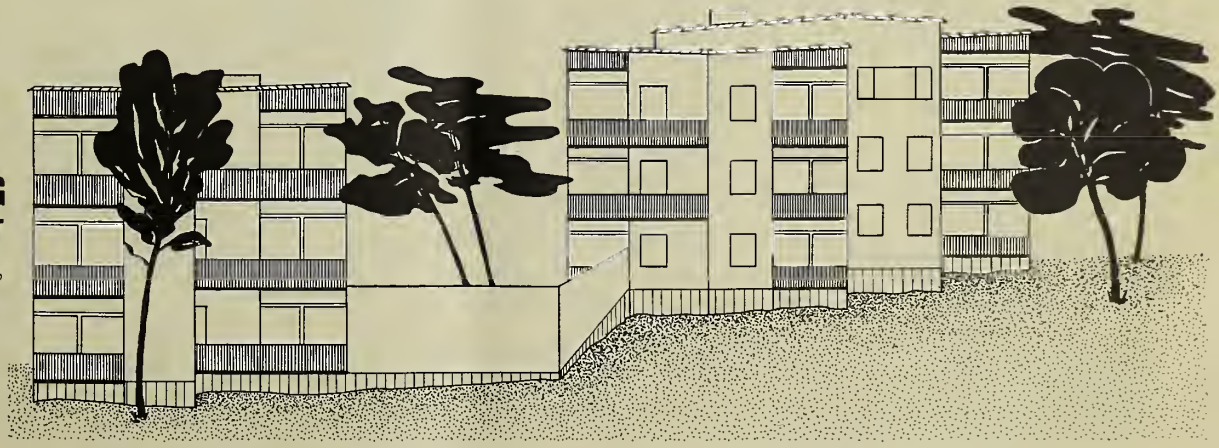
CONDEMNATION OF **LAND**



CONSTRUCTION OF **NEW HOUSING**

CONDITIONS PREVAILING AFTER REDEVELOPMENT

TYPICAL LAND COVERAGE 29.2%
NUMBER OF FAMILIES - - 136



PLANTING
RECREATION AREA
PLEASING DESIGN
SPACIOUSLY PLANNED INTERIOR
SUN, VIEWS, OPEN SPACE
ALL RESIDENTIAL USE
WELL KEPT, MODERN BUILDINGS
LIGHT, AIR, VENTILATION
SMALL PERCENTAGE OF LAND COVERAGE

Designed by Barbara J. Borhek

SAN FRANCISCO CITY PLANNING COMMISSION

SUBDIVISION DESIGN

It is axiomatic that the best time to plan a city is when the land is vacant. With proper subdivision restrictions and standards it is possible to provide at the start for well-conceived, well-designed, well-executed neighborhood units. The modern builder strives toward high standards. He knows that the pride owners will take in their homes will maintain values. Housing must meet many different income brackets but all are entitled to the uniform benefits of soundly planned subdvisions.

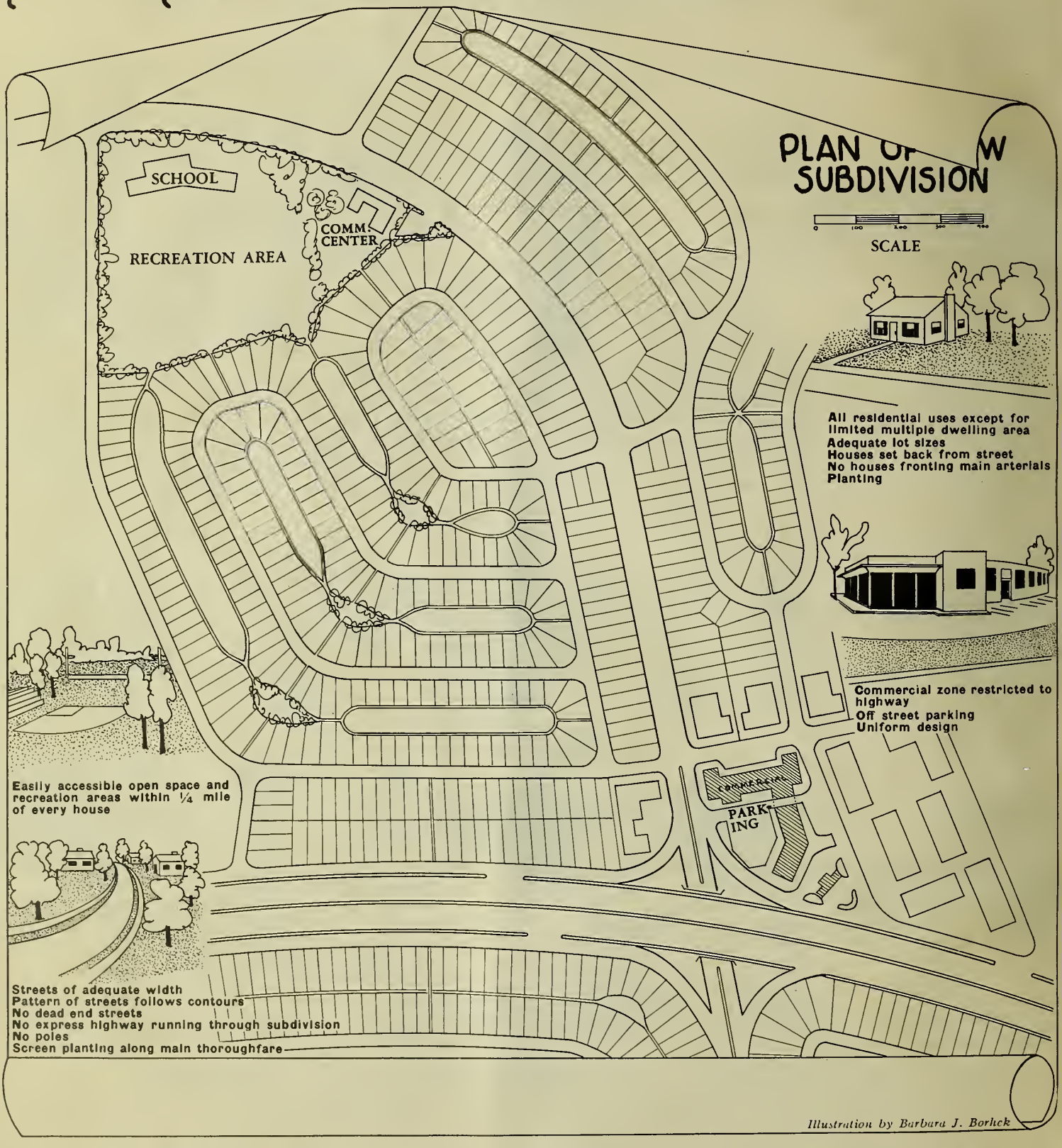
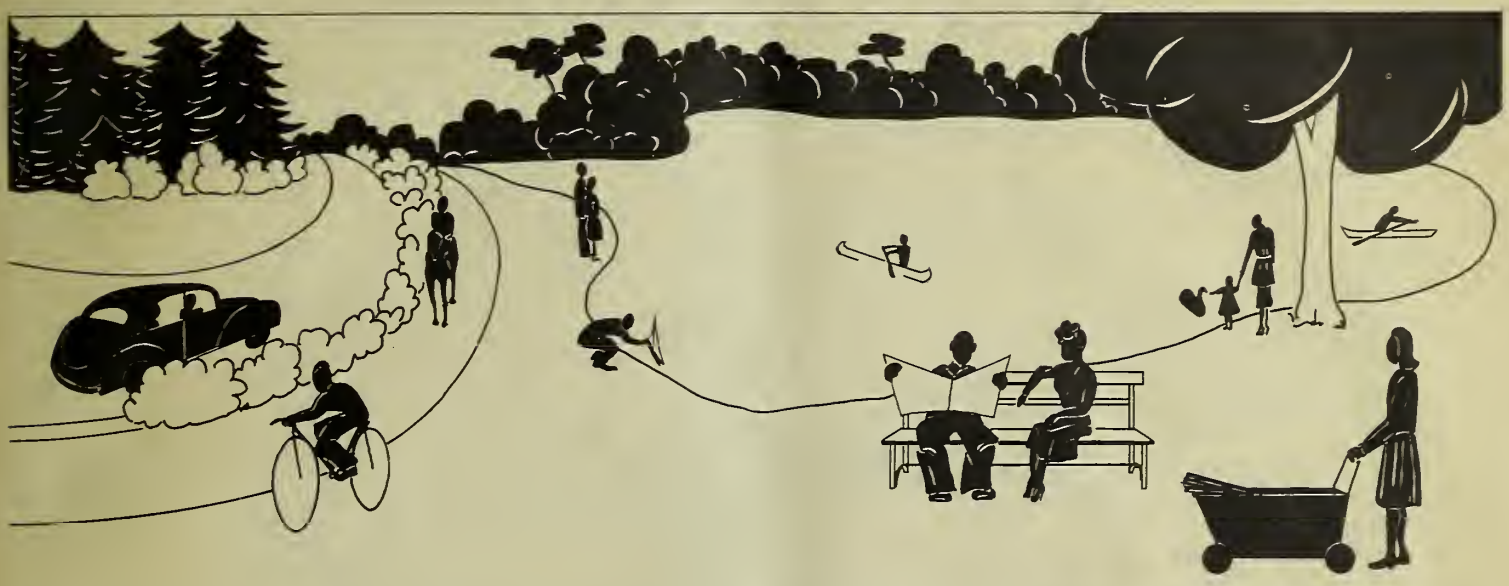

SCHOOL
COMM. CENTER
RECREATION AREA
SCALE
All residential uses except for limited multiple dwelling area
Adequate lot sizes
Houses set back from street
No houses fronting main arterials
Planting
Commercial zone restricted to highway
Off street parking
Uniform design
PARKING
Easily accessible open space and recreation areas within ¼ mile of every house
Streets of adequate width
Pattern of streets follows contours
No dead end streets
No express highway running through subdivision
No poles
Screen planting along main thoroughfare

Illustration by Barbara J. Borlick

SAN FRANCISCO CITY PLANNING COMMISSION

PARKS AND PLAYGROUNDS

Recreation as a governmental responsibility comes under two headings, supervised and unsupervised. Playfields, gymnasiums, playgrounds, with their supervised play must be furnished to absorb the great enthusiam of youth. Parks, parkways, and vistas must provide casual refreshment to those who are older, less strenuous. The programs for such development must be carefully watched and analyzed to hold a perfect balance and to offer all recreative facilities. Through a Master Plan such a program is possible.



Parks furnish recreation and pleasure for all people of all ages with special emphasis on the opportunity to enjoy without restriction the ornamentation of nature. Also to afford facilities for special events and different sports, games and special amusements.

ATHLETICS

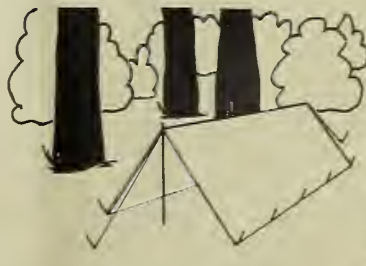
MUSIC

DANCE

DRAMATICS

GAMES

CRAFTS



CAMPING

JUNIOR MUSEUM

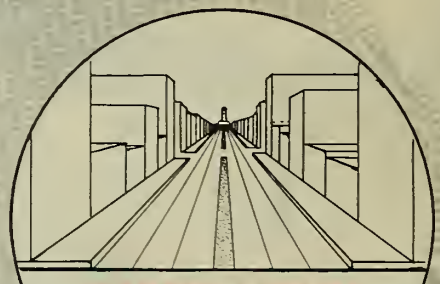
Supervised recreation in all forms, with adequate facilities and proper setting is also required to fulfill all urban needs.

Designed by Barbara J. Borhek

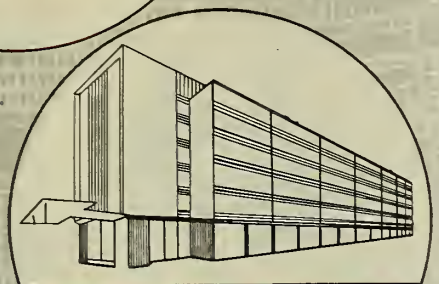
THE CITY'S APPEARANCE

Many cities are constructed on land which is naturally beautiful, greatly accentuating man's responsibility that when he accepts that land for his use he must endeavor to enhance its beauty rather than to destroy it. Such a challenge is particularly difficult to meet as so many of a city's necessary functions are in themselves unbeautiful. It is only by isolating the ugly — by making certain that all developments are according to an attractive, well-designed, functional plan — that the natural beauty can be set off and protected.

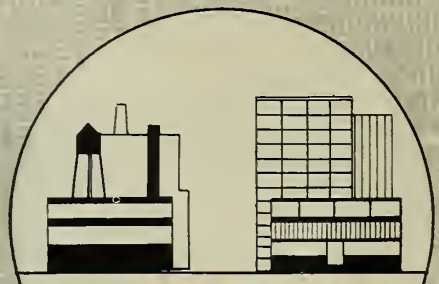
VISTAS



MARKET STREET
A BOULEVARD
NOISY TRANSIT VEHICLES RESTRICTED TO SUB SURFACE ROAD



GOOD ARCHITECTURE
IN ALL PUBLIC AND PRIVATE BUILDINGS



INDUSTRIAL USES
CONFINED TO SPECIFIED AREAS

PARKWAYS AND PLANTING

HOMES TO BE PROUD OF

Illustration by Barbara J. Borhek

The City Planning Commission will be pleased to add to the mailing list to receive "Planning" the names of individuals or groups interested. Write or telephone the Secretary, Room 252 City Hall, San Francisco 2, Calif., HEmlock 2121

12/95